

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through April 8, 2007)

Easter/Passover 2007
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

WHOLE TURKEYS

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Connecticut	A&P Food Emporium	Shady Brook	0.99							< 16 lbs. Hen
	A&P Stores	Butterball	1.19							
		Shady Brook Empire	0.97			1.49				
	Big Y	Shady Brook	1.25							
	C-Town	Shady Brook	1.39							
	Geissler's	no label	0.99							
	Grand Union	Shady Brook	1.19							
	Price Chopper	Butterball	1.39							< 16 lbs. Hen
		Butterball		1.29						
		Shady Brook	1.29						2.29	
		Plainville Farms								
		Price Chopper		0.99						
		Central Markets							1.49	
	Shaw's	Butterball	1.29							< 16 lbs. Hen < 16 lbs. Hen
		Jennie-O	0.99							
		Honeysuckle		0.79						
		Wild Harvest						2.49		
	ShopRite	Empire				1.49				< 16 lbs. Hen < 16 lbs. Hen
		ShopRite	1.29							
		ShopRite		0.99						
	Stop & Shop	Butterball	1.29							
		Shady Brook	0.99							
		Empire			2.49					
Washington, DC	A&P Stores	Butterball	1.19							< 16 lbs. Hen
		Shady Brook	0.97							
		Empire				1.49				
	Giant Foods	Butterball	1.29							
		Shady Brook	0.99							
		Empire			2.49					
	Magruder's	Perdue	0.99							
		Empire				1.79				
	Safeway	Shady Brook	0.99							
	Snider's	Round Hill		0.79						
Delaware	A&P Stores	Butterball	1.19							< 16 lbs. Hen
		Shady Brook	0.97							
		Empire				1.49				
	ACME	Butterball	1.39							
		Lancaster	1.29							
		Village Market		0.79						

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Delaware (continued)	Food Lion	no label no label		0.79 1.09						w/ store card w/o store card
	Giant Foods	Butterball Shady Brook Empire	1.29 0.99		2.49					
	Pathmark	Shady Brook	1.19							
	Safeway	Shady Brook	0.99							
	Shopper's Food	Shady Brook	0.99	0.99						
	ShopRite	Empire ShopRite ShopRite	1.29	0.99		1.49				< 16 lbs. Hen < 16 lbs. Hen
Florida	Brunos	Shady Brook	0.99							< 16 lbs. Hen
	Food Lion	no label no label		0.79 1.09						w/ store card w/o store card
	Food World	Shady Brook	0.99							< 16 lbs. Hen
	Harris Teeter	Harris Teeter HT Naturals	1.29						2.29	< 16 lbs. Hen < 16 lbs. Hen
	J.H. Harvey	Norbest		0.79						
	Piggly Wiggly	Butterball Piggly Wiggly	1.39	1.19 0.99						
	Publix	Butterball Publix Empire	1.39 1.19	0.79		1.49				
	SaveRite	Honeysuckle		0.59						
	Super Target	Archer Farms		0.88						
	Winn-Dixie	Honeysuckle Honeysuckle Butterball Butterball	1.19	0.79 1.29 0.99 1.29						limit 2 w/ store card w/o store card w/ store card w/o store card
Georgia	Bi-Lo	Shady Brook	0.99							< 16 lbs. Hen
	Food Lion	no label no label		0.79 1.09						w/ store card w/o store card
	Harris Teeter	Harris Teeter HT Naturals	1.29						2.29	< 16 lbs. Hen < 16 lbs. Hen
	Ingle's	Butterball Butterball	1.49	0.98						< 16 lbs. Hen
	J.H. Harvey	Norbest		0.79						
	Kroger	Butterball Honeysuckle	1.29 0.99							

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Georgia (continued)	Publix	Butterball	1.39							
		Publix	1.19	0.79						
		Empire				1.49				
	Super Target	Archer Farms		0.88						
	Winn-Dixie	Honeysuckle	1.19	0.79						limit 2 w/ store card
		Honeysuckle		1.29						w/o store card
		Butterball		0.99						w/ store card
		Butterball		1.29						w/o store card
Maine	Hannaford	Shady Brook	0.99							w/ store card
		Shady Brook	1.49							w/o store card
	Shaw's	Butterball	1.29							
		Jennie-O	0.99	0.79						
		Honeysuckle						2.49		
		Wild Harvest								
Maryland	ACME	Butterball	1.39							
		Lancaster	1.29							
		Village Market		0.79						
	A&P Stores	Butterball	1.19							< 16 lbs. Hen
		Shady Brook	0.97							
		Empire				1.49				
	Bottom Dollar	no label		0.79						
	Foodland	Honeysuckle	0.99							
	Food Lion	no label		0.79						w/ store card
		no label		1.09						w/o store card
	Giant Eagle	Giant Eagle	1.09	0.99						w/ store card
		Giant Eagle	1.39	1.29						w/o store card
		Honeysuckle	1.09	0.99						w/ store card
		Honeysuckle	1.39	1.29						w/o store card
	Giant of PA	Nature's Promise							1.49*	frozen
		Nature's Promise							*	< 16 lbs. Hen; free w/ certificate
		Shady Brook	0.99							
	Giant Foods	Empire				1.69				
		Butterball	1.29							
		Shady Brook	0.99							
	Harris Teeter	Empire			2.49					
		Harris Teeter	1.29							< 16 lbs. Hen
		HT Naturals							2.29	< 16 lbs. Hen
	Klein's	Round Hill	1.29							
	Magruder's	Perdue	0.99							
		Empire				1.79				

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Maryland (continued)	Mars	Shady Brook	0.99							< 16 lbs. Hen
	Safeway	Shady Brook	0.99							
	Shopper's Food	Shady Brook	0.99	0.99						
	Weis	Butterball Weis Prestage	 0.99	 0.99 0.79						
Massachusetts	Big Y	Shady Brook	1.25							
	C-Town	Shady Brook	1.39							
	Donelan's	Shady Brook	0.99							
	Grand Union	Shady Brook	1.19							
	Hannaford	Shady Brook	0.99							w/ store card
		Shady Brook	1.49							w/o store card
	Price Chopper	Butterball Butterball Shady Brook Plainville Farms Price Chopper Central Markets	 1.39 1.29 0.99	 1.29 0.99					2.29 1.49	< 16 lbs. Hen
	Shaw's	Butterball Jennie-O Honeysuckle Wild Harvest	 1.29 0.99	 0.79				2.49		
	Stop & Shop	Butterball Shady Brook Empire	 1.29 0.99		2.49					
New Hampshire	Hannaford	Shady Brook	0.99							w/ store card
		Shady Brook	1.49							w/o store card
	P&C Markets	Shady Brook	1.19							
	Price Chopper	Butterball Butterball Shady Brook Plainville Farms Price Chopper Central Markets	 1.39 1.29 0.99	 1.29 0.99					2.29 1.49	< 16 lbs. Hen
	Shaw's	Butterball Jennie-O Honeysuckle Wild Harvest	 1.29 0.99	 0.79				2.49		

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New Hampshire (continued)	Stop & Shop	Butterball	1.29							
		Shady Brook	0.99							
		Empire			2.49					
New Jersey	A&P Food Basics	Shady Brook	0.98							
	A&P Stores	Butterball	1.19							< 16 lbs. Hen
		Shady Brook	0.97							
		Empire				1.49				
	ACME	Butterball	1.39							
		Lancaster	1.29							
		Village Market		0.79						
	Associated	Shady Brook	0.99							
	C-Town	Shady Brook	1.39							
	Foodtown	Shady Brook	1.19							< 16 lbs. Hen < 16 lbs. Hen
		Foodtown	0.99							
		Empire				1.79				
	Genuardi's	Shady Brook	0.99							
	Kings	Kings Country Farm	1.29							
	Met Foods	Shady Brook	0.99							
	Pathmark	Shady Brook	1.19							
	ShopRite	Empire				1.49				< 16 lbs. Hen < 16 lbs. Hen
		ShopRite	1.29							
		ShopRite		0.99						
	Stop & Shop	Butterball	1.29							
		Shady Brook	0.99							
		Empire			2.49					
	Weis	Butterball		0.99						
		Weis		0.79						
		Prestage	0.99							
New York	A&P Food Basics	Shady Brook	0.98							
	A&P Food Emporium	Shady Brook	0.99							< 16 lbs. Hen
		Empire				2.19				
		Empire								
	A&P Stores	Butterball	1.19							< 16 lbs. Hen
		Shady Brook	0.97							
		Empire				1.49				
	Associated	Shady Brook	0.99							
	C-Town	Shady Brook	1.39							
	D'Agostino's	Empire			2.69					
	Foodtown	Shady Brook	1.19							< 16 lbs. Hen < 16 lbs. Hen
		Foodtown	0.99							
		Empire				1.79				

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New York (continued)	Giant Food Markets	Butterball	1.29	1.19						< 16 lbs. Hen > 16 lbs. Tom < 16 lbs. Hen
		Jennie-O	0.88							
		Jennie-O	0.78							
		Empire				1.88				
	Grand Union	Shady Brook	1.19							
	Hannaford	Shady Brook	0.99							w/ store card
		Shady Brook	1.49							w/o store card
	Key Foods	Shady Brook	0.99							< 16 lbs. Hen
	King Kullen	Perdue	1.49							< 16 lbs. Hen
		Shady Brook no label	1.29			1.99				
	Met Foods	Shady Brook	0.99							
	Pathmark	Shady Brook	1.19							
	P&C Markets	Shady Brook	1.19							
	Pioneer	Shady Brook	1.29							
	Price Chopper	Butterball	1.39							< 16 lbs. Hen
		Butterball		1.29						
		Shady Brook	1.29						2.29	
		Plainville Farms								
		Price Chopper Central Markets		0.99					1.49	
	Quality Markets	Shady Brook	1.19							
	ShopRite	Empire				1.49				< 16 lbs. Hen
		ShopRite	1.29							< 16 lbs. Hen
		ShopRite		0.99						
	Stop & Shop	Butterball	1.29							
		Shady Brook	0.99							
		Empire			2.49					
	Tops	Honeysuckle	0.99							w/ store card
		Honeysuckle	1.39							w/o store card
		Empire				1.69				
	Western Beef	no label	1.39							
North Carolina	Bi-Lo	Shady Brook	0.99							< 16 lbs. Hen
	Bottom Dollar	no label		0.79						
	Food Lion	no label		0.79						w/ store card
		no label		1.09						w/o store card
	Harris Teeter	Harris Teeter	1.29							< 16 lbs. Hen
		HT Naturals						2.29		< 16 lbs. Hen
	Kroger	Shady Brook	0.99							

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
North Carolina (continued)	Lowe's	Shady Brook	0.99							w/ store card
		Shady Brook	1.69							w/o store card
	Super Target	Archer Farms		0.88						
Pennsylvania	A&P Food Basics	Shady Brook	0.98							
	A&P Stores	Butterball	1.19							< 16 lbs. Hen
		Shady Brook Empire	0.97			1.49				
	ACME	Butterball	1.39							
		Lancaster Village Market	1.29	0.79						
	Bi-Lo/Riverside	Honeysuckle	1.19							
	Boyer's	Butterball	1.29							
	C-Town	Shady Brook	1.39							
	Foodland Food Lion	Honeysuckle	0.99							w/ store card w/o store card
		no label no label		0.79 1.09						
	Foodtown	Shady Brook	1.19							< 16 lbs. Hen < 16 lbs. Hen
		Foodtown Empire	0.99			1.79				
	Genuardi's	Shady Brook	0.99							
	Giant Eagle	Giant Eagle	1.09	0.99						w/ store card
		Giant Eagle	1.39	1.29						w/o store card
		Honeysuckle	1.09	0.99						w/ store card
		Honeysuckle	1.39	1.29						w/o store card
	Giant of PA	Nature's Promise							1.49*	frozen < 16 lbs. Hen; free w/ certificate
		Nature's Promise							*	
		Shady Brook Empire	0.99			1.69				
	Grand Union	Shady Brook	1.19							
	Ingle's	Butterball	1.49							< 16 lbs. Hen
		Butterball		0.98						
	Karn's	Signature	0.99	0.99						< 16 lbs. Hen
	Pathmark	Shady Brook	1.19							
	P&C Foods	Shady Brook	1.19							
	Price Chopper	Butterball	1.39							< 16 lbs. Hen
		Butterball		1.29						
		Shady Brook	1.29							
		Plainville Farms							2.29	
		Price Chopper Central Markets		0.99					1.49	

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Pennsylvania (continued)	Quality Markets	Shady Brook	1.19							
	Shop & Save	Honeysuckle	1.29	1.19						
	ShopRite	Empire				1.49				< 16 lbs. Hen
		ShopRite	1.29							< 16 lbs. Hen
		ShopRite		0.99						
	Schurfine	Butterball	1.29							
		Schurfine		0.79						
		Shady Brook		0.99						Simply Done in a bag
	Schursave	Butterball	1.29							
	Stauffer's	Stauffer's							1.99	
		Pilgrim's Pride	0.89							
	Tops	Honeysuckle	0.99							w/ store card
		Honeysuckle	1.39							w/o store card
		Empire				1.69				
	Weis	Butterball		0.99						
		Weis		0.79						
		Prestage	0.99							
Rhode Island	C-Town	Shady Brook	1.39							
	Shaw's	Butterball	1.29							
		Jennie-O	0.99							
		Honeysuckle		0.79						
		Wild Harvest						2.49		
	Stop & Shop	Butterball	1.29							
		Shady Brook	0.99							
		Empire			2.49					
South Carolina	Bi-Lo	Shady Brook	0.99							< 16 lbs. Hen
	Food Lion	no label		0.79						w/ store card
		no label		1.09						w/o store card
	Harris Teeter	Harris Teeter	1.29							< 16 lbs. Hen
		HT Naturals							2.29	< 16 lbs. Hen
	Ingle's	Butterball	1.49							
		Butterball		0.98						< 16 lbs. Hen
	Kroger	Butterball	1.29							
		Honeysuckle	0.99							
	Lowe's	Shady Brook	0.99							w/ store card
		Shady Brook	1.69							w/o store card
	Piggly Wiggly	Butterball	1.39	1.19						
		Piggly Wiggly		0.99						

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
South Carolina (continued)	Publix	Butterball	1.39							
		Publix	1.19	0.79						
		Empire				1.49				
Vermont	Grand Union	Shady Brook	1.19							
	Hannafood	Shady Brook	0.99							w/ store card
		Shady Brook	1.49							w/o store card
	P&C Markets	Shady Brook	1.19							
	Price Chopper	Butterball	1.39							< 16 lbs. Hen
		Butterball		1.29						
		Shady Brook	1.29						2.29	
		Plainville Farms								
		Price Chopper		0.99						
		Central Markets							1.49	
	Shaw's	Butterball	1.29							
		Jennie-O	0.99							
		Honeysuckle		0.79						
Virginia		Wild Harvest						2.49		
	Bottom Dollar	no label		0.79						
	Farm Fresh	Perdue	1.29							
		Butterball		0.99						w/ store card
		Butterball		1.29						w/o store card
	Food City	Butterball	1.39	0.89						Save \$3.00 w/ coupon
	Food Lion	no label		0.79						w/ store card
		no label		1.09						w/o store card
	Giant of PA	Nature's Promise							1.49*	frozen < 16 lbs. Hen; free w/ certificate
		Nature's Promise							*	
		Shady Brook	0.99							
	Giant Foods	Empire				1.69				
		Butterball	1.29							
		Shady Brook	0.99		2.49					
	Harris Teeter	Empire								
		Harris Teeter	1.29							< 16 lbs. Hen
	Ingle's	HT Naturals							2.29	< 16 lbs. Hen
		Butterball	1.49							
	Kroger	Butterball		0.98						< 16 lbs. Hen
		Shady Brook	0.99							
	Lowe's	Shady Brook	0.99							w/ store card
		Shady Brook	1.69							w/o store card
	Magruder's	Perdue	0.99							
		Empire				1.79				

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Virginia (continued)	Safeway	Shady Brook	0.99							
	Shopper's Food	Shady Brook	0.99	0.99						
	Super Target	Archer Farms		0.88						
	Ukrop's	Shady Brook Ukrop's Maverick	1.18	0.68				2.28 *		< 16 lbs. Hen > 16 lbs. Tom < 16 lbs. Hen; Frozen
West Virginia	Food Fair	Amish Valley	1.19							< 16 lbs. Hen
	Foodland	Honeysuckle	0.99							
	Food Lion	no label		0.79						w/ store card
		no label		1.09						w/o store card
	Giant Eagle	Giant Eagle	1.09	0.99						w/ store card
		Giant Eagle	1.39	1.29						w/o store card
		Honeysuckle	1.09	0.99						w/ store card
		Honeysuckle	1.39	1.29						w/o store card
	Giant of PA	Nature's Promise Nature's Promise Shady Brook Empire	0.99			1.69			1.49* *	frozen < 16 lbs. Hen; free w/ certificate
	Kroger	Honeysuckle	1.29	*						Frozen 33% Off w/ store card
		Butterball		*						Frozen 33% Off w/ store card
		Private Selection		*						Frozen 33% Off w/ store card
		Riverside		*						Frozen 33% Off w/ store card
		Shady Brook	0.99							
	Shop & Save	Honeysuckle	1.29	1.19						
	Sparkle	Honeysuckle	0.99							
	Weis	Butterball		0.99						
		Weis Prestage	0.99	0.79						